

**MARLBORO**  
**1996 FEMALE MAILING - GEAR**  
**MAY, 1996**

PROJECT CODE = K115

AUDIENCE	CIRCULATION	UNIT COST	PO#	POS#	REDEMPTION RATE	TOTAL COST	ESTIMATE #	\$ AMOUNT	DESCRIPTION
FEMALES 21-30	1,000,000	\$1.25				\$1,250,000	MTH6012-95	\$45,000	FEMALE MAILING DEVELOPMENT
50 BONUS MILE CERTIFICATE	300,000	\$1.18			50%	\$176,250			
(2) \$3.00 OFF CARTON COUPONS	300,000	\$3.10			30%	\$558,000			
BOUNCEBACK (EXPIRES 10/31/96)									
LEATHER BACKPACK (2,210 MILES REQ'D)	36,000	\$21.80		88913		\$784,800			UNIT COST FROM \$52-\$21.80 PER DENISE COHEN
LEATHER BELT (470 MILES REQ'D)	76,000	\$3.30		88911 & 88912		\$250,800			UNIT COST FROM \$11-\$3.30 PER DENISE COHEN
LEATHER DUFFLE	504	\$54.00		88914		\$27,216			
1995 ROLLOVER						(\$15,000)			
<b>SUBTOTAL</b>						<b>\$3,002,066</b>			
FAVORABLE/(UNFAVORABLE)						<b>\$1,452,934</b>			
<b>TOTAL</b>						<b><u>\$4,455,000</u></b>			

NOTE: ALL MAILINGS 3RD CLASS

<b>UNITS MOVED:</b>		
BONUS MILE CERTIFICATE	INCLUDED IN UNLIMITED GEAR	
COUPONS	36,000	
BOUNCEBACK - BACKPACK	318,240	
BOUNCEBACK - BELT	142,880	
TOTAL UNITS MOVED	497,120	
COST PER THOUSAND	#REF!	INCLUDES COST OF BB; EXCLUDES FAV/(UNFAV)

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(1996 FEMALE SMOKERS - GEAR - 2/27/96)